

## Task 4: Got the message?

### Group work

**Time:** 1 hour

**Purpose of the task:** to learn how to catch and keep people's attention through graphic design

**Materials needed:** card, paper, marker pens, a few simple dressing-up clothes and props

### Background to the task

Just because you think something is important or interesting, it does not mean that anyone else will! So if you're designing a poster, display or exhibition, one of the most important things is to know how to get other people interested. The key points are to:

- c keep your message very clear
- c put your message simply
- c use as few words as possible (use images instead)
- c make both words and images big enough for people to see
- c think about the people you're trying to communicate with – what are their interests? what do they really mind about?
- c above all, make it fun. If people are entertained they are more likely to stay, watch and take in the message. And remember, it is what other people find funny that counts, which may not be the same as what you find funny.

### Carrying out the task

- c Get into groups of four or five people (so that the class is divided into four or five groups).
- c Take it in turns to choose one of the environmental messages on the next page, so that each group focuses on a different message.
- c In 20 minutes, plan a two-minute presentation to give to the rest of the class. Your performance should be in mime – acting without any words. Make a simple placard to hold up at the end of your performance, conveying the most important parts of your message.
- c Once each group has presented its message, talk in your original group about which presentations worked best and why.
- c Share your opinions as a whole class.